

7-30-2015

Visualizing Library Data

Nicole Colello

Jennifer L. Murray

University of North Florida, jennifer.murray@unf.edu

Follow this and additional works at: https://digitalcommons.unf.edu/library_facpub



Part of the [Library and Information Science Commons](#)

Recommended Citation

Colello, Nicole and Murray, Jennifer L., "Visualizing Library Data" (2015). *Library Faculty Presentations & Publications*. 68.
https://digitalcommons.unf.edu/library_facpub/68

This Presentation is brought to you for free and open access by the Thomas G. Carpenter Library at UNF Digital Commons. It has been accepted for inclusion in Library Faculty Presentations & Publications by an authorized administrator of UNF Digital Commons. For more information, please contact [Digital Projects](#).

© 7-30-2015 All Rights Reserved

Visualizing Library Data with Tableau

Nicole Colello & Jennifer Murray

What is Tableau?

Tableau is easy-to-use business intelligence software used for data analysis, providing visual tools to help you see and understand your data.

Why Tableau?

- Started with the Discovery and Delivery Assessment team
- Have many systems that don't talk to each other
- Numerous statistics kept by numerous staff using numerous tools
- Tool to easily connect, view and blend data elements→ Tableau!
- Other libraries using Tableau:
 - University of British Columbia Library
 - UMass Amherst Libraries
 - Ohio State University Libraries
- Libraries Innovation Fund allowed us to purchase 2 desktop licenses

Benefits of using Tableau

- Informed decision making
 - Drive improvement of services
 - Create workflow efficiencies
 - Aid in direction of future services
- Connect to a wide variety of data sources (Access, Excel, MS SQL, Oracle...)
- Visualize your data - tell a story
- Interact with your data
- Easy to learn and use

Challenges of using Tableau

- Data often comes from many different sources
- Need tools to cleanup and blend the data before using Tableau
 - Time consuming
 - Determining the right tools to use isn't always easy
- Keeping data up to date

Aleph Report: Print Circulation Events – FY2013

Circ Stats for 20130701 - 20140630 by Sublibrary (ALL) by Item Status

Sub-library	Item Status	Loans	Renewals	Holds	Returns
BUFAI	01	72	0	0	69

Sum		72	0	0	69
BUFAN	01	5,243	3,323	2,471	5,038
	02	15	0	0	15
	08	3	0	1	3
	09	5	0	2	6
	40	30,370	3,367	10,754	30,482

Sum		35,636	6,690	13,228	35,544
BUFAP	01	4,924	8,436	682	4,920
	02	36	1	0	36
	04	104	1	0	101
	05	297	2	0	296
	07	2	0	0	2
	08	3	0	0	4
	10	57	0	0	45

Sum		5,423	8,440	682	5,404
BUFCT	01	2	17	0	2

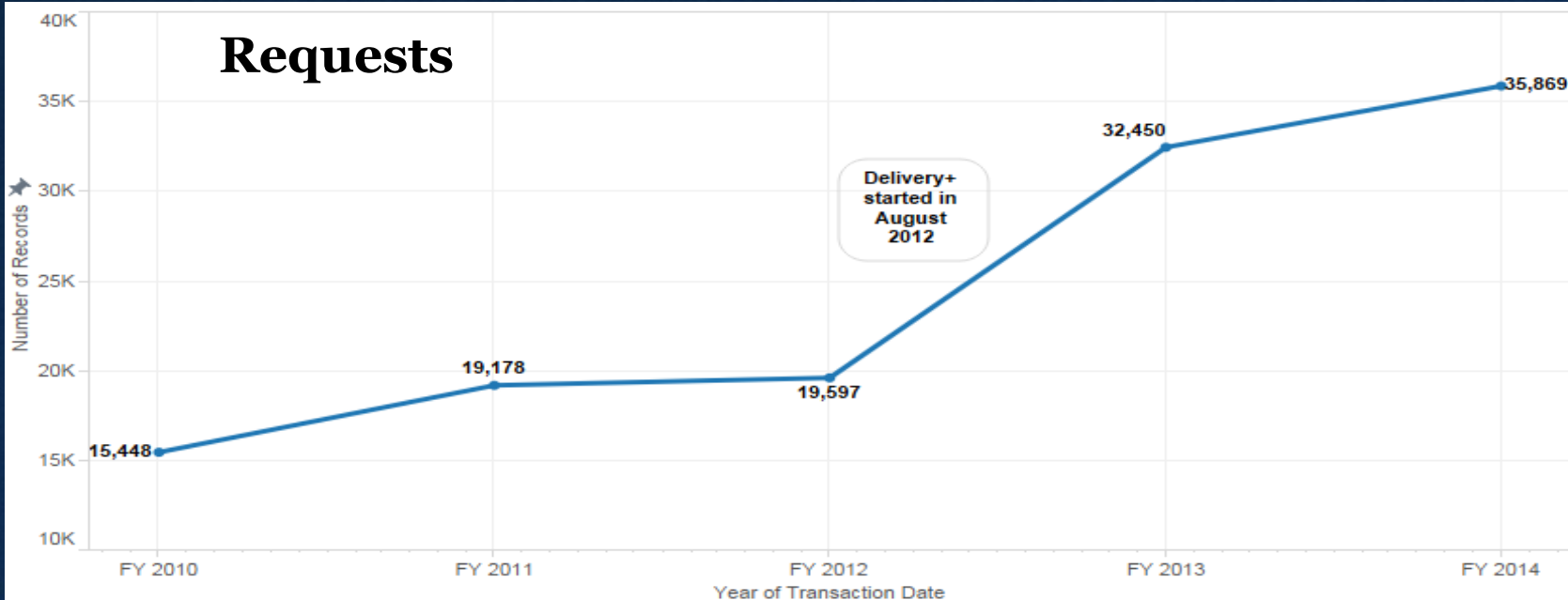
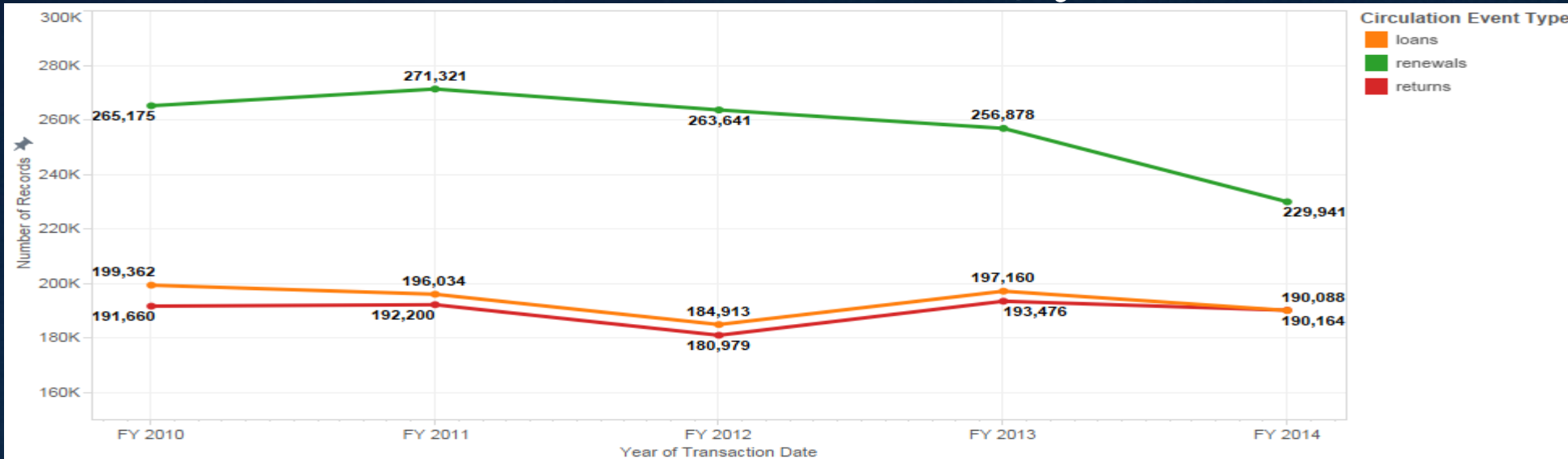
Sum		2	17	0	2
BUFHI	01	9	0	0	9

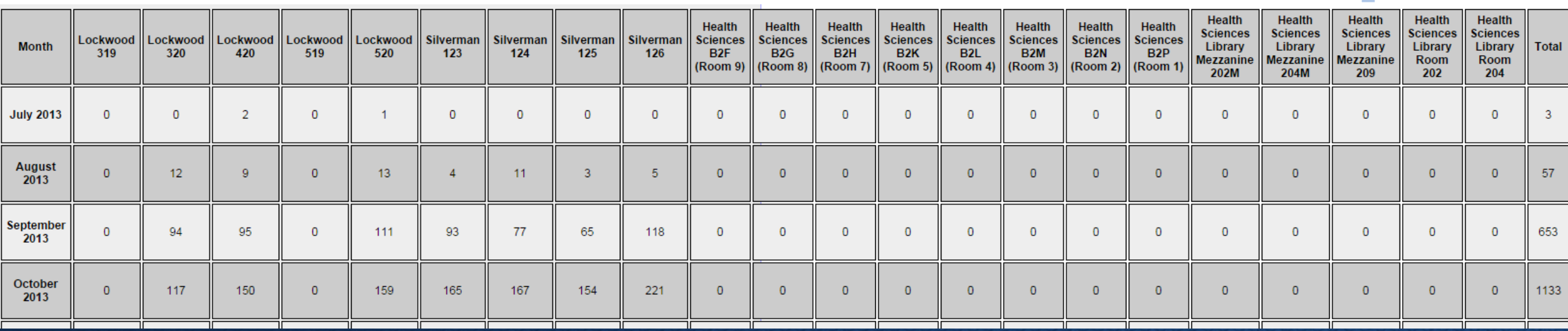
Sum		9	0	0	9
BUFHM	01	3	0	0	3
	04	41	1	0	41
	06	1,531	0	0	1,530
	08	6	5	0	9
	10	386	14	0	331

Sum		1,967	20	0	1,914
BUFHS	01	4,887	14,922	1,115	4,967
	02	6	0	0	5
	04	2,974	7	0	2,974
	09	18	0	0	17

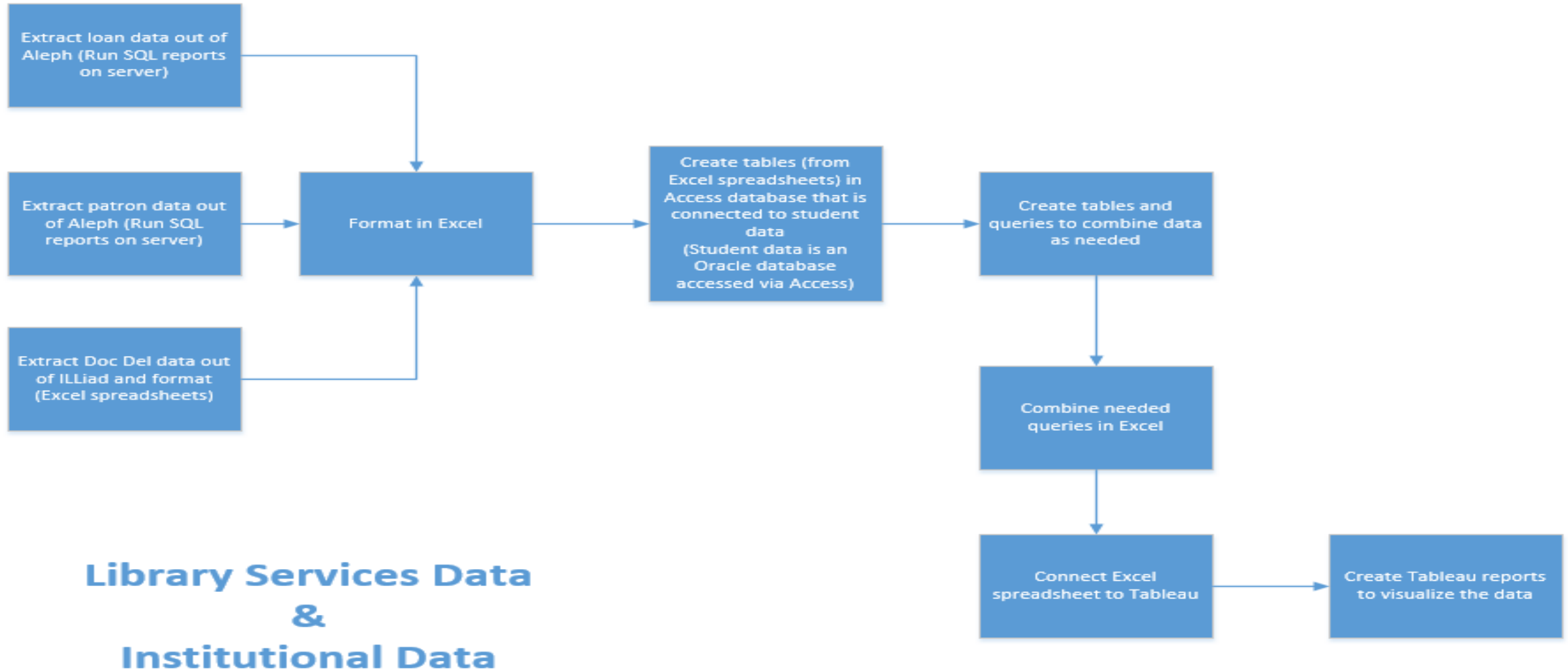
Sum		7,885	14,929	1,115	7,963

Tableau Report: Print Circulation Events – 5 years





Data Visualization process example



Demo

- Tableau Public
 - <https://public.tableausoftware.com/profile/ub.libraries#!/>
- Circulation Events
 - Source: Aleph SQL report (.txt file) → Tableau
- Library Services Data & Institutional Data
 - Average GPA of students who have used Aleph and/or ILLiad
 - Who is using and not using our services (Aleph and/or ILLiad)
 - Source: Aleph SQL reports, Excel spreadsheets, Access database
- Borrowing and Doc Del for e-delivered materials
 - Source : Access database

Next Steps

- Combine data from multiple systems within the Libraries
 - How and what faculty, staff and students are using
- Combine Library data with UB systems such as InfoSource
 - Our value to the institution
 - What impact library usage has on retention and academic success
- Explore how else we might benefit from Tableau
 - Analyze operations, costs, quality, and impact of services
 - What questions are we trying to answer?
- Goal to use Tableau across the UB Library units

THANK YOU!

Nicole Colello (ncolello@buffalo.edu)
Jennifer Murray (jlmurray@buffalo.edu)